

Teaching guide

IDENTIFICATION DETAILS

Degree:	Gastronomy
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Field of Knowledge:	Science
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Faculty/School:	Legal and Business Science
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Course:	FOOD & BEVERAGE SERVICE
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Type:	Compulsory	ECTS credits:	6
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Year:	1	Code:	1409
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Teaching period:	Second semester
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Area:	Culinary Arts
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Module:	Discipline
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Teaching type:	Classroom-based
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Language:	English
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Total number of student study hours:	150
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Teaching staff	E-mail
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SUBJECT DESCRIPTION

The main objective of this subject is to provide the student with a complete view (360 degrees) of what Food and Beverage service is.
The gastronomic area of any hotel establishment is known as the Department of Food and Beverage (F&B) and it includes everything related to the gastronomic service itself, from production to service and/or sales.

GOAL

By the end of the course, the student have a global and particular overview, theoretical and its professional application, of the service of F&B. Interiorizing and acquiring the knowledge of the critical elements of the operations and management of F&B Service

PRIOR KNOWLEDGE

No need

COURSE SYLLABUS

Chapter 1. Introducing F&B service industry
1.1 Sectors of the F&B industry and F&B operations
1.2 The meal experience and customer service
1.3 Food production methods, F&B service methods and personnel

Chapter 2. Staffing issues
2.1 Attributes of F&B service personnel
2.2 Technical & interpersonal skills
2.3 Health, safety & security

Chapter 3. The menu
3.1 Menu offering
3.2 Menu pricing
3.3 Menu merchandising

Chapter 4. F&B operations: Purchasing and storage
4.1 Purchasing procedure
4.2 Price and quality performance
4.3 Storing F&B

Chapter 5. F&B operations: Production and service
5.1 Food production methods
5.2 Beverage production methods
5.3 F&B service methods

Chapter 6. F&B control
6.1 Objectives of F&B control
6.2 Setting the budget and break-even analysis
6.3 Methods of F&B control
6.4 Revenue control

Chapter 7. F&B marketing
7.1 Marketing
7.2 Advertising
7.3 Public relations
7.4 Personal selling and upselling

Chapter 8. Supervisory aspects
8.1 Legal considerations
8.2 Customer relations
8.3 Staffing levels

EDUCATION ACTIVITIES

Participatory lectures: Unlike classical lecture, where the main weight lies on the teacher, in participatory lecture we want the student to pass from a passive to an active role, encouraging their participation.

Case method and problem solving class sessions: Learning through case studies or actual management situations.

Tutorials: These consist of individual attention to students in order to review and clarify different aspects presented in class and clarify any doubts.

Research: Finding information to stay updated and knowing the current situation of the industry in specialized

magazines and generalist newspapers.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours
Master Lessons and Professional Lecture 30h Case-Study method and problem solving class sessions 10h Team and individual work presentations 5h Outdoor complementary activities 15h	Study of successful practices and cases 40h Independent work, adapting class-notes and visits knowledge 20h Development and research of class-based-concepts 15h Visits to f&b top companies and business 15h

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To adopt a personal and institutional ethical commitment in the workplace.

To develop professional skills such as humility in the workplace, consistency in practice, tidiness and discipline, objective self-criticism and the spirit of achievement.

To develop the professional skills involved in risk forecasting, decision making and problem solving.

To adopt an attitude of intellectual eagerness, scientific interest and the search for knowledge and truth in all professional and personal undertakings.

Specific skills

To understand and know how to keep up to date on the current situation in the field of gastronomy: the needs, the market and the applications of the gastronomy, hotel and culinary arts sector.

To know and apply food service, hygiene and quality standards in the professional culinary arts, catering and hotel

environment.

To develop culinary creativity based on the observation and study of regional singularities and traditions, through the study of local history and geography, climatology, ethnography and local produce.

To develop and educate on sensitivity in relation to aspects regarding the appearance and presentation of dishes and end products for customers.

To develop the ability and skill of valuing times and costs; the economy of expenses, the use of products and the design of hotel menus and services using financial criteria.

To master the international terminology of gastronomy in all of its areas: culinary techniques, recipes, products, chemical elements, biological and biochemical phenomena and processes, technologies, regulations, designations of origin, processes and dissemination to the media.

LEARNING RESULTS

Deliberates upon the modern hospitality and restaurants industry, and learns about the characteristics and role of food and beverage (F&B) which helps him/her identify and anticipate challenges in contemporary settings where culture and community values impact on the provision of an effective contemporary industry.

Devises a contemporary (F&B) outlet, by acquiring knowledge regarding the needs of the modern consumer and the importance of experience

Differentiates among the various food production methods, control systems, hygiene and storage principles and explains their importance

Learns about inter-cultural and ethical practices.

Identifies current trends in the food and beverage industry and knows how to discuss their potential impact on the long-term viability of a food and beverage company.

Identifies and implements in a concise manner all the operative processes and the key factors within the service of F&B in all its areas.

LEARNING APPRAISAL SYSTEM

The student will never be allowed to pass the subject just by being successful in one exam.

Students of first enrollment

Written exam, test or short answers: 50%

Daily assessment: 20%

Assistance and class participation: 10%

Individual and teamwork: 20%

The students that for a justified reason (health problems or any other important matter) and always with the agreement and the approval of the academic director cannot attend the programmed scheduled lessons will be marked just with the written theory exam and the practical one. In this case the :

-Individual and team work: 50%

-Written exam, test or short answers 50%

Students of second or subsequent enrolments.

The students of second or subsequent enrolments will have the two options abovementioned; it is mandatory to communicate the professor at the beginning of the semester. The student will not be able to pass the subject with just one assessment

Extraordinary examinations.

In this case the assessment criteria applied will be the same as the two previous ones

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

Cousins, D., Lillicrap, D., and Weekes, S. (2014). Food and beverage service. Bookpoint Ltd, UK.

Davis, B., Lockwood, A., Alcott, P., and Pantelidis, I. (2008). Food and beverage management. Elsevier Butterworth-Heinemann, UK.

Additional

Gibney, M. (2014). Sous Chef: 24 Hours on the Line. Canongate Books, USA.